

City of Pleasanton

Cultural Plan Update Project

Findings and Recommendations

The Cultural Planning Group

Tonight's Agenda

1. Findings: Community Arts & Cultural Needs
2. Preliminary Recommendations
3. Discussion
4. Wrap-up and Next Steps



Discussion Questions

1. What resonates the most with you?
2. Are there any recommendations that concern you?
3. Are there any gaps?
4. Which recommendations are your highest priority?

Community Arts & Cultural Needs

- Audience Demand
- Overall Cultural Life
- Arts & Cultural Programming
- City's Role
- Cultural Facilities
- Public Art
- Marketing and Communication
- Capacity of the Local Arts Community
- Cultural Diversity and Community Connections
- Arts & Sports

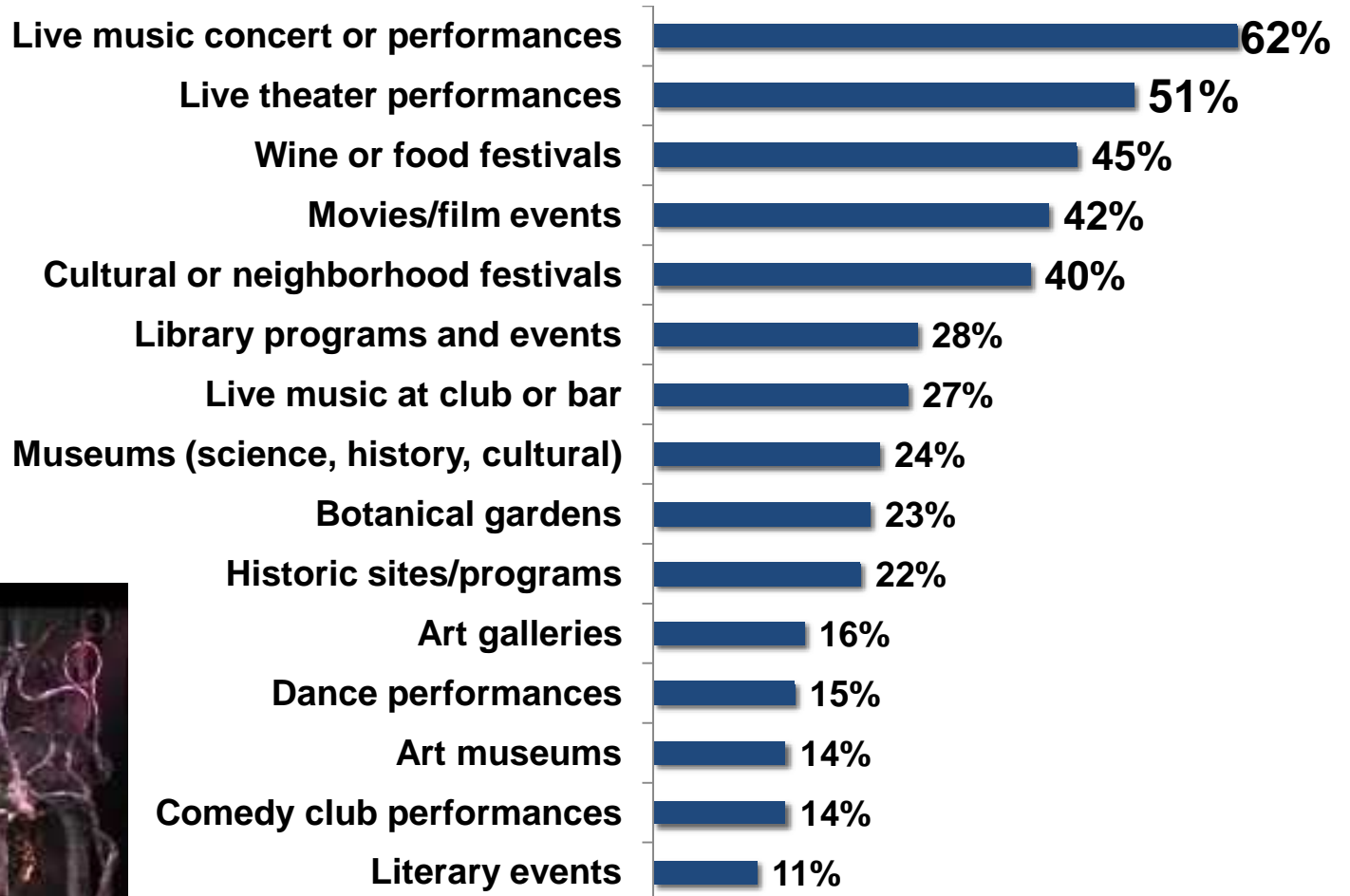
What residents want to see in the future...

- More variety of activities and more of an arts scene
- More galleries, arts events, live music events
- Focus and improve on downtown activities
- More activities for youth
- Enhance quality and sophistication
- Enhancement of community facilities - the library, museum and Amador Theater
- A larger venue to enliven downtown and accommodate larger, better quality events



Residents desire more...

What do you want see more of in Pleasanton?

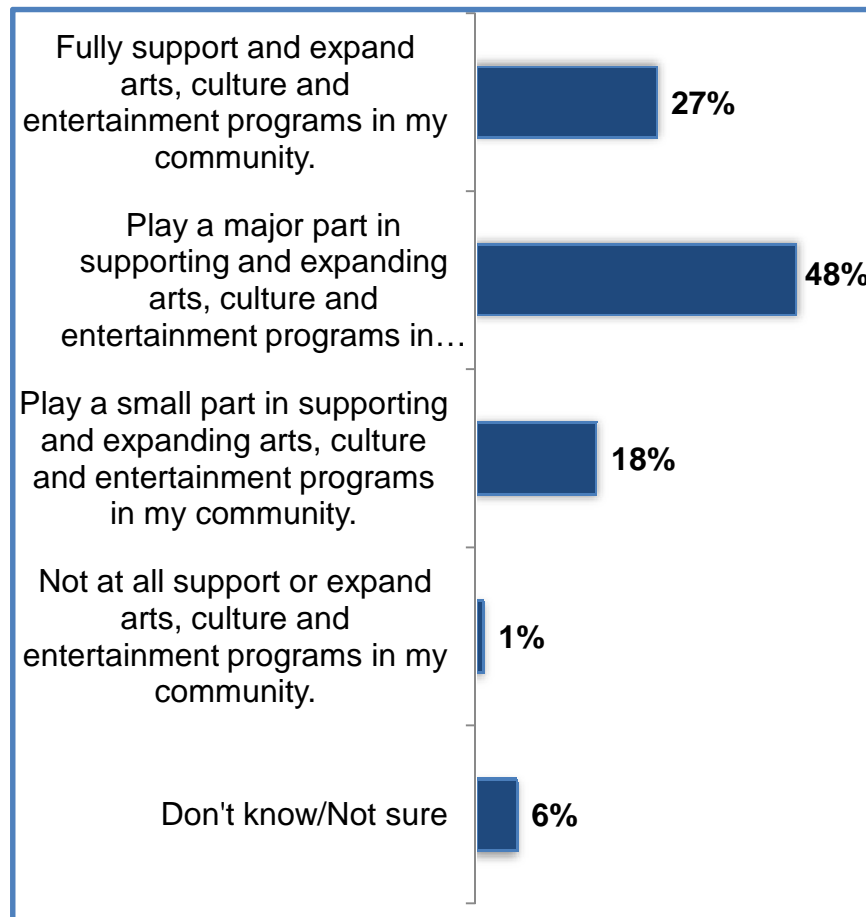


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City role and tax support

I think the City of Pleasanton should...



How favorable are you to spending...

\$5 annually...?

76% Favorable ~~ 19% Unfavorable

\$10 annually...?

69% Favorable ~~ 23% Unfavorable

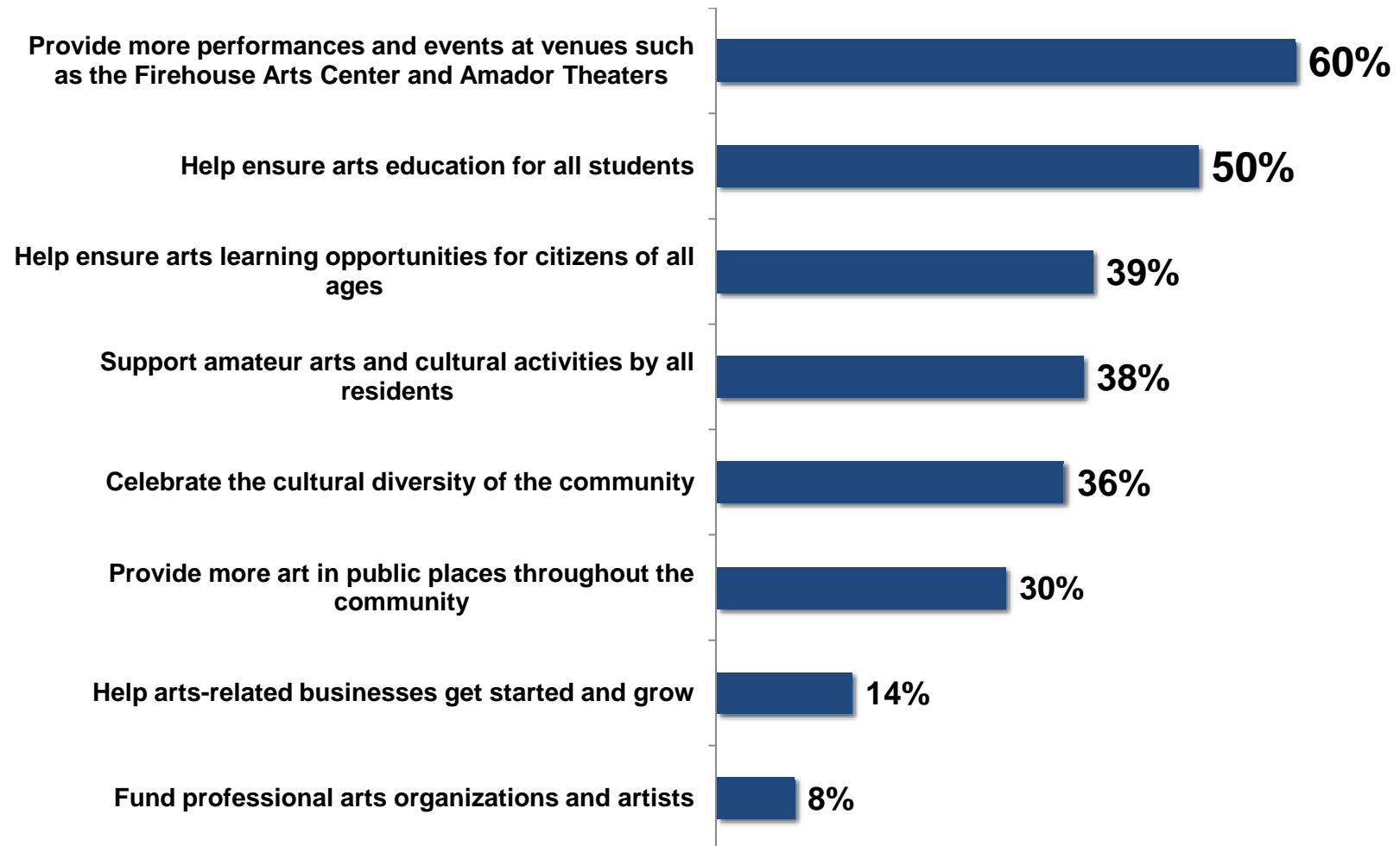
\$25 annually...?

53% Favorable ~~ 34% Unfavorable

How favorable are you to spending \$5, \$10 or \$25 in local taxes annually (per household) if it went directly toward supporting arts and cultural activities, programs, and facilities in Pleasanton?

What the City should focus on...

What are the most important things the City of Pleasanton should focus on to meet citizens' arts and cultural needs in the community?



Celebrating cultural diversity

Strong agreement that Pleasanton should celebrate cultural diversity

- With a variety of definitions...
- Celebrate heritage as well as culture

How?

- Festival and community celebrations
- Integrating performing arts, food and cultural traditions
- Incorporate cultural elements into existing city celebrations
- More inclusion of children and young adults
- Build on cultural events held at schools



Preliminary Recommendations

1. Enhance arts and cultural programming
2. Expand arts learning opportunities
3. Celebrate cultural diversity
4. Evolve the public art program
5. Improve marketing and visibility
6. Develop the capacity of local arts and cultural organizations and artists
7. Address cultural facilities needs
8. Leverage the economic impact of the arts

Preliminary Recommendations

1. Enhance arts and cultural programming

available to Pleasanton's residents, workers and visitors.

- Operate the Amador and Firehouse as complementary facilities
- Improve the Amador's technical capacity and amenities
- Increase available facility staffing, including event-related temporary staff
- Enhance programming in both facilities
- Consider producing a signature festival of arts and ideas, utilizing a variety of Pleasanton venues

Preliminary Recommendations

2. Expand arts learning opportunities to match needs of residents of all ages.

- Expand Civic Arts arts class offerings beyond the introductory level
- Utilize partnerships to expand arts learning opportunities
- Expand use of the School District's facilities for Civic Arts classes and groups
- Increase programming partnerships with the Library and School District
- Explore official creation of high school internships and expand college internships
- Add sufficient Civic Arts staff

Preliminary Recommendations

- 3. Celebrate cultural diversity** and enhance connections among disparate populations in Pleasanton, including diverse racial/ethnic groups, national origin/heritage, and age/generation.
- Proactively consider diversity in planning the City's arts and cultural programs and its arts learning programs.
 - Partner with existing major international programs, such as the annual Sanskriti Music and Dance Festival and/or Tri-Valley Cultural Day.
 - Create a cultural diversity council and provide them with the opportunity to advise or assist in programming recommendations ("let the community define diversity responses").

Preliminary Recommendations

4. Evolve the public art program to better serve the needs of the entire community, match the aesthetic standard of the city, and enhance its artistic reach and scope.

- Develop a community-wide public art master plan.
- Consider enactment of a percent-for art ordinance, applicable to both public and private development projects.

Preliminary Recommendations

5. **Improve marketing and visibility** of the arts and make information about arts offerings more readily available to residents, workers and visitors.
 - Strengthen the City’s existing arts and cultural marketing program
 - Expand participation in the regional, Tri-Valley marketing effort
 - Explore collaborative programming and cross-promotion with arts and cultural efforts in nearby cities
 - Utilize and leverage events, such as a signature festival and enhanced presenting in the Firehouse Arts Center and Amador Theater, to increase visibility

Preliminary Recommendations

6. Develop the capacity of local arts and cultural organizations and artists in the community.

- Provide technical assistance to local arts and cultural organizations
- Expand the cultural grants program and add eligibility for capacity building and technical assistance
- Provide information, referrals, resources and opportunities for local arts organizations and artists
- Civic Arts staff take greater leadership role in the local and regional arts community

Preliminary Recommendations

7. Address cultural facilities needs of current facilities and provide for future needs.

- Assess and remediate the capital needs of the Amador Theater and Century House
- Create a comprehensive strategic and organizational plan for the Alviso Adobe
- Explore development of an arts component within the Bernal development
- Explore development of an outdoor amphitheater outside of downtown

Preliminary Recommendations

8. **Leverage the economic impact of the arts** to increase downtown vitality, reinforce tourism promotion and promote development of small creative businesses.
 - Explore development of an artists' live/work space and co-working spaces for creative professionals
 - Promote Pleasanton's arts and cultural offerings and identity as an enhanced part of its branding and tourism marketing.
 - Target and refine the character and scheduling of arts and cultural events in the downtown ("program the downtown"), and leverage events to attract downtown visitation at key times.
 - Provide information and referrals to services for entrepreneurs engaged in small arts-related businesses (including individual artists), such as technical assistance, loans and networking.

Preliminary Recommendations

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Meeting Summary & Next Steps

- Draft Plan in July
- E-distribution of draft plan to community
- Vetting by staff, community, steering committee, city council, commissions
- Your comments & suggestions
- Final Plan—incorporating changes
- Workshop for implementing partners
- YOUR ADVOCACY!
- Council adoption in October
- Kick-off and implementation

